

Docket No.: 28212/0200298-US0  
NC28129US  
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re Patent Application of:  
Toni Kopra**

Application No.: 09/580,583

Art Unit: 3622

Filed: May 30, 2000

Examiner: Y. Retta

For: LOCATION AWARE PRODUCT  
PLACEMENT AND ADVERTISING

**AMENDMENT**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

## INTRODUCTORY COMMENTS

In response to the Office Action dated December 8, 2004 and Advisory Action dated March 14, 2005, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.